


Memorandum



Date: October 7, 2013

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: South Miami-Dade Cultural Arts Center Status Report

CRC
Agenda Item No. 7(C)

The second season of the South Miami-Dade Cultural Arts Center (SMDCAC) commenced on October 1, 2012. Since the Grand Opening in October 2011 the Center has seen 96,691 patrons attend events at the facility. During the first season attendance was 38,272 and during the second season attendance (to date) is 58,419. The percentage increase between season one and two is currently 65%.

SMDCAC recently completed an audience research project conducted throughout the 2012-2013 season of events. Surveys were distributed online (1,281 surveys) and on site at events (658 surveys) and results indicated a high level of satisfaction with the Center as a facility, programming, as well as customer service provided by the staff. The research also indicated that SMDCAC is attracting new audiences, but is also retaining a large percentage of current attendees due to the quality of the performances and the affordability of the ticket prices.

SMDCAC's third season of presentations will begin in October 2013. The Center is currently working on the marketing launch of the upcoming events line up, including a new Build Your Own Subscription series which went on sale July 30. Single tickets also went on sale September 3. For a complete listing of shows and events, please visit the Center's website, www.smdcac.org. The 2013-2014 Season Brochure is also now available to patrons on the mailing list or by requesting a copy through the Box Office. Some of the production highlights for the coming season include: Diavolo Dance, Stanley Clarke and The Harlem String Quartet, Fisk Jubilee Singers, Tango Fire, Broadway's Godspell, Kurt Elling, Complexions Contemporary Ballet, Take 6, Driving Miss Daisy performed by the Walnut Street Theatre, Poncho Sanchez and James Carter, and the Trey McIntyre Project. The Center will also offer a Family Series, Cabaret Series, and a series called Black Creek Nights featuring local bands.

In July, the Center hosted a sold-out performance presented by Culture Shock Miami called Street Beat. Street Beat is a high energy urban rhythm and dance presentation performed by artists from Los Angeles, who use everything from broomsticks to trash can covers for a unique evening of percussion and movement. Culture Shock Miami is a Department of Cultural Affairs program that offers \$5 tickets to students ages 13-22 to cultural events throughout Miami-Dade County through its web site CultureShockMiami.com. Culture Shock has also begun to present shows like Street Beat to its target audience. In addition to the Culture Shock student ticket, the Center also sold tickets to the general public for \$10-\$15 and helped coordinate an education and outreach event with the artists from Street Beat for the community. Two free classes were held in drumming and dance on the day of the show (July 13).

In August the Center hosted several outreach classes including a four-week dance course, The Art of Exotic Dance for Everyday Women and a Tango class (August 24).

For the month of July/August SMDCAC had the following rental clients: Venevision TV (July 1-3 and July 5-6) and Miami Sites Filming/Photography (July 22-23), a private birthday party (August 3), and Where Every Child Is A Star (August 10).

The Center had an exhibition table at several recent community events including Commissioner Edmonson's Back To School Event (August 10) and The Children's Trust Family Expo (August 24) where giveaways and information on the Center's programs was distributed to the public.

The Center will soon launch a brand new web site as well as a printed collateral piece providing information on how to rent spaces at the facility.

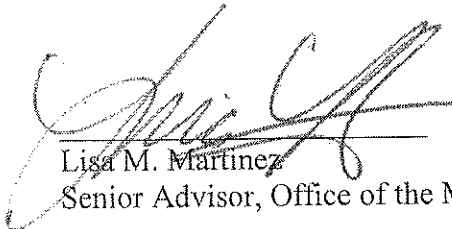
BACKGROUND

The South Miami-Dade Cultural Arts Center is located on S.W. 211 Street in Cutler Bay and is a multidisciplinary arts center designed to showcase the performing arts. The design team was led by architectural and engineering firm Arquitectonica International, Inc, and also included: theater consultant Fisher Dachs Associates, Inc.; acoustical and sound and communications consultant Artec Consultants, Inc.; and arts management consultant AMS Planning & Research Corp.

The Center's 966-seat state-of-the-art Theater Building includes a fly tower, orchestra pit, front of house spaces (box office, lobby, restrooms, concessions, etc.), back of house support spaces (dressing rooms, storage and work areas, administrative offices, etc.) and a multi-purpose rehearsal space. The separate Activities Building of the Center houses an informal performance space, and smaller multi-purpose spaces for lectures, classes, or community gatherings. The Center's two buildings are joined by an outdoor promenade leading to a gently-sloping lawn for outdoor concerts and festivals along the Black Creek Canal.

Through Miami-Dade County's Art in Public Places Program, the Center has major public art works created by Miami artist Robert Chambers. An innovative light piece illuminates the translucent inner lobby wall with changing light designs created by computer-programmed LED fixtures. In addition, the lobby features two marble sculptures also created by Robert Chambers.

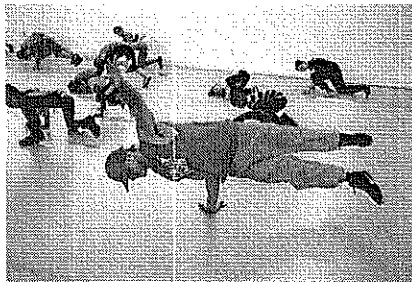
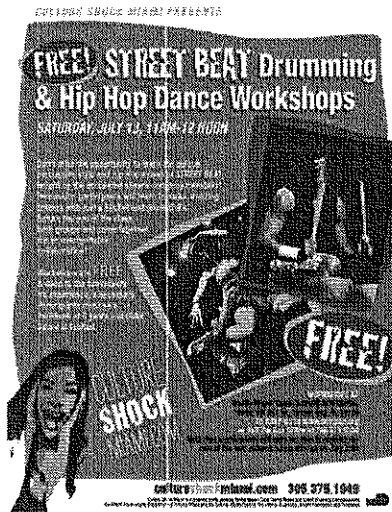
This season Mercedes-Benz of Cutler Bay has generously sponsored the South Miami-Dade Cultural Arts Center's Cabaret Series.



Lisa M. Martinez

Senior Advisor, Office of the Mayor

**Culture Shock Miami and South Miami-Dade Cultural Arts Center
Education and Outreach
Free Classes with the Artists from Street Beat**



South Miami-Dade Cultural Arts Center Build Your Own Subscription Marketing Materials

